



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1379406

Schedule Dates 10/09/12-10/15/12
Advertiser DCCC-Democratic Congressional Campaign Comm
Agency Great American Media (2231)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand 1475 / DCCC (475585)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Kaufma, Meredith
Phone/Fax /
CPE 11/14/1475
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments DCCC
DCCC
REP-FRAN BROWN

Date Entered 09/25/12
Last Modified 09/26/12
Entered By Rita Schmidgall
CO-OP No
Headline # ECR09827618
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,148.25
Net Total \$6,506.75
Sales Tax

St Louis (KDNL)

By Broadcast Month
Oct. 2012 18
Grand Total: \$7,655.00
\$7,655.00

182

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/09/12-10/12/12	3	:30	6A- 7A (CST)	2		X	X	X	X			2	\$45.00	\$90.00	St Louis (KDNL)	A/C WORLD NEWS THIS MORNING & STL	9/25/12
2.0	Normal Line / SPOT (2)	10/09/12-10/12/12	2	:30	7A- ABC-Good Morning America	2		X	X	X	X			2	\$75.00	\$150.00	St Louis (KDNL)	GOOD MORNING AMERICA	9/25/12
3.0	Normal Line / SPOT (3)	10/14/12-10/14/12	2	:30	7A- ABC-Good Morning America Sunday	1							X	1	\$35.00	\$35.00	St Louis (KDNL)	GOOD MORNING AMERICA SUNDAY	9/25/12
4.0	Normal Line / SPOT (4)	10/09/12-10/12/12	2	:30	8:58A- Peoples Court	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	PEOPLES COURT	9/25/12
5.0	Normal Line / SPOT (5)	10/09/12-10/12/12	2	:30	4:01P- Steve Harvey Show	2		X	X	X	X			2	\$250.00	\$500.00	St Louis (KDNL)	ANDERSON COOPER	9/25/12
6.0	Normal Line / Prime Premium (6)	10/15/12-10/15/12	3	:30	6:58P- ABC-Dancing With The Stars (Monday)	1	1							1	\$2,200.00	\$2,200.00	St Louis (KDNL)	Dancing w/Stars	9/25/12
7.0	Normal Line / SPOT (9)	10/09/12-10/12/12	3	:30	10:01P- News-ABC 30 News at 10pm	2		X	X	X	X			2	\$175.00	\$350.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/25/12
8.0	Normal Line / SPOT (10)	10/09/12-10/12/12	2	:30	11:02P- ABC-Jimmy Kimmel	2		X	X	X	X			2	\$65.00	\$130.00	St Louis (KDNL)	JIMMY KIMMEL	9/25/12
9.0	Normal Line / Football (11)	10/13/12-10/13/12	2	:30	11A- Sports-ABC College Football 3							1		1	\$750.00	\$750.00	St Louis (KDNL)	A/C COLLEGE FTBL	9/25/12
10.0	Normal Line / Football (12)	10/13/12-10/13/12	2	:30	2:28P- Sports-ABC College Football							1		1	\$750.00	\$750.00	St Louis (KDNL)	ABC COLLEGE FTBL	9/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1379406

Schedule Dates

10/09/12-10/15/12

Advertiser

DCCC-Democratic Congressional Campaign Comm

Agency

Great American Media (2231)

Product

POLITICAL CANDIDATE SUPER PAC (ns) (1386)

Brand

1475 / DCCC (475585)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Kaufma, Meredith

Phone/Fax

/

CPE

11/14/1475

Account Types

National/Political Issue Agency BRD

Billing Type

Standard

Comments

DCCC

DCCC

REP-FRAN BROWN

Date Entered

09/25/12

Last Modified

09/26/12

Entered By

Rita Schmidgall

CO-OP

No

Headline

ECR09827618

Demo

A35+

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,148.25

Net Total

\$6,506.75

Sales Tax

St Louis (KDNL)

By Broadcast Month

Oct 2012

Spots

18

Rate

\$7,655.00

Grand Total:

\$7,655.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Prime (13)	10/09/12-10/09/12	3	:30	6:58P- ABC-Bandung With The Stars 2 (Tuesday)	1		1						1	\$1,500.00	\$1,500.00	St Louis (KDNL)	Dancing w/Stars	9/26/12
12.0	Normal Line / Prime (14)	10/12/12-10/12/12	3	:30	8P- ABC-Primetime: What Would You Do (Friday)	1					1			1	\$800.00	\$800.00	St Louis (KDNL)	PLIMETIME	9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser

Date:

Accepted-Station:

Date:

Comments:

ep Order# 9827618 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/25/2012 10:55 AM
Last Received: 09/25/2012 10:19 AM
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC
Estimate# 1475
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1475
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

DCCC *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	10/09-10/15	6A-7A	ABC WORLD NEWS THIS MORNING & STL	3 :30	\$45.00	TU-F,M	2	1	2	\$90.00
2	10/09-10/15	7A-9A	GOOD MORNING AMERICA	2 :30	\$75.00	TU-F,M	2	1	2	\$150.00
3	10/14-10/14	7A-8A	GOOD MORNING AMERICA SUNDAY	2 :30	\$35.00	SU	1	1	1	\$35.00
4	10/09-10/15	9A-10A	PEOPLE'S COURT	2 :30	\$200.00	TU-F,M	2	1	2	\$400.00
5	10/09-10/15	4P-5P	ANDERSON COOPER <i>State Barney</i>	2 :30	\$250.00	TU-F,M	2	1	2	\$500.00
6	10/15-10/15	7P-9P	DANCING W/STARS	3 :30	\$2,200.00	M	1	1	1	\$2,200.00
7	10/09-10/09	8P-9P	DANCING <i>12A could go 1000 spots</i>	:30	\$1,500.00	TU	1	1	1	\$1,500.00
8	10/12-10/12	9P-10P	20 / 20 <i>12A could go 1000 spots</i>	:30	\$800.00	F	1	1	1	\$800.00
9	10/09-10/15	10P-1035P	STL NOW ON KDNL 10P	2 :30	\$175.00	TU-F,M	2	1	2	\$350.00
10	10/09-10/15	1105P-1205A	JIMMY KIMMEL	2 :30	\$65.00	TU-F,M	2	1	2	\$130.00
11	10/13-10/13	11A-230P	ABC COLLEGE FTBL	2 :30	\$750.00	SA	1	1	1	\$750.00
12	10/13-10/13	230P-6P	ABC COLLEGE FTBL	2 :30	\$750.00	SA	1	1	1	\$750.00

Rep Order# 9827618 Ver# 1 Status New
EC'd Yes

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC
Estimate# 1475
Buyer Meredith Kaufman
Phone#
Fax#

---REPORT TOTALS---

Report Totals: 18 / \$7,655.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$7,655.00
Sales Totals: 18 / \$7,655.00
Station Totals: 18 / \$7,655.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$167,505

---COMPETITIVE COMMENTS---

WENT BACK TO BYR TO ADD THE 5P NEWS

Books MAY12
Demos RA35+

Traffic Order#

Printed: 09/25/2012 10:55 AM
Last Received: 09/25/2012 10:19 AM
Showing Buylines: All Lines

2 of 2

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1475
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () FRANK BROWN
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

CABL 0%	KDNL 4%	KMOV 26%	KPLR 2%	KSDK 43%
KTVI 22%	UNKN 0%	WRBU 0%		

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene

do hereby request station time concerning the following issue:

Democratic Congressional campaign committee
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: DCCC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="checked" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

Kristie Mark
COO
430 South
Capitol St.
Washington, D.C.
20003

TO BE SIGNED BY ISSUE ADVERTISER

<p>_____</p> <p>Date</p>	<p><i>[Signature]</i></p> <p>Signature</p>	<p><i>auth. mediabuyer</i></p> <p>Contact Phone Number</p>
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TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

<p>_____</p> <p>Signature</p>	<p>_____</p> <p>Printed Name</p>	<p>_____</p> <p>Title</p>
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